

WXIX

ORDER

Flight Dates 10/30/12-11/06/12

Contract / Revision **842701 /**
Original Date / Revision
 10/29/12 10/29/12
Advertiser **Brown, S/D-United States Se**

Agency **Shorr & Associates**
Buying Contact

1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

Product
BROWN FOR SENATE

Agency Com 15%
Billing Contact

1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

Sales Office T-DC
Sales Region National
Agency Ref

Order Sep 00:00:00

Estimate #
Alt Order # **06398994**
Billing Type Cash
Order Type Political
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes Agency Political Pol-Candic
Product Codes PL610, PL, PL820
Priority P 1
Advertiser Ref

Primary Account Executive
 Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	17	\$17,085.00	\$20,100.00	0.00	10/29/12	11/06/12	17	\$17,085.00	\$20,100.00
Totals	17	\$17,085.00	\$20,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	10/30/12	11/02/12	News @ 7a News @ 7am	Comm	7a-9a	- TWTF - -	:30	4	\$600.00	P 1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$600.00			0.00			
E 2	WXIX	10/30/12	11/02/12	Jeopardy 6P JEOPARDY	Comm	6-630P	- TWTF - -	:30	4	\$750.00	P 1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$750.00			0.00			
E 3	WXIX	10/30/12	11/02/12	Jeopardy 730P JEPARDY	Comm	730-8P	- TWTF - -	:30	4	\$1,800.00	P 1	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$1,800.00			0.00			



Contract / Revision **842701** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:00:00

Advertiser **Brown, S/D-United States S** Product **BROWN FOR SENATE**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WXIX	10/30/12	10/30/12	TUE 9-930P NEW GIRL	Comm	T 9-930P	- 1 - - - - -	:30	1	\$3,750.00	P 1	0.00	NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1 - - - - -					1	\$3,750.00		0.00			
E 5	WXIX	11/05/12	11/06/12	News @ 7a News @ 7am	Comm	7a-9a	MT - - - - -	:30	2	\$600.00	P 1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT - - - - -					2	\$600.00		0.00			
E 6	WXIX	11/05/12	11/05/12	Jeopardy 6P JEOPARDY	Comm	6-630P	1 - - - - -	:30	1	\$750.00	P 1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1 - - - - -					1	\$750.00		0.00			
E 7	WXIX	11/05/12	11/05/12	Jeopardy 730P JEOPARDY	Comm	730-8P	1 - - - - -	:30	1	\$1,800.00	P 1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1 - - - - -					1	\$1,800.00		0.00			
Totals														17	\$20,100.00